

## Privacy Policy

Effective as of 22 February 2021.

[www.fitkids.org/app/privacypolicy](http://www.fitkids.org/app/privacypolicy)

This Privacy Policy describes how Fit Kids Foundation (collectively, “Fit Kids”, “we”, “us”, or “our”) collects, uses and shares your personal information if you use the Fit Kids mobile app, called Fit Kids Mobile, available on the iTunes store and Google Play store ("Mobile App" or "Services").

This Privacy Policy does not address Fit Kids' school- and physical site-based fitness program (whether in-person or via the online curriculum), nor our practices if you visit the [fitkids.com](http://fitkids.com) website, contact us, receive our communications, attend our events, donate to Fit Kids or apply for a job, or any other interactions with us other than the Mobile App. You can learn more about how we use and protect personal data in these contexts by contacting us or visiting our website [www.fitkids.org](http://www.fitkids.org).

## Personal Information We Collect

### Information Collected by Automated Means

We do not require nor collect personal information from users who download our Mobile App. We use Amazon Web Services (currently we use the S3 service) ("AWS") to store and deliver content. AWS may receive information about you in order to deliver content to your device. AWS has committed "that it does not access or use customer content for any purpose without our consent. We never use your content or derive information from it for marketing or advertising." <https://aws.amazon.com/compliance/data-privacy-faq/>

## How We Use Your Personal Information

We do not collect personal information except as provided above and as otherwise described in this Privacy Policy or at the time of collection.

We may use your personal information, to the extent we have it, to:

**To provide, operate, and improve the Services.**

**To comply with law.** We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

**For compliance, fraud prevention, and safety.** We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your, or others' rights, privacy, safety, or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Services; and (c) protect, investigate, and deter against fraudulent, harmful, unauthorized, unethical, or illegal activity.

## How We Share Your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances or as otherwise described in this Privacy Policy:

**Service providers.** We may share your personal information with third-party companies and individuals that provide services on our behalf or help us operate the Services (such as customer support, hosting, analytics, email delivery, marketing, and database management services). These third parties may use your personal

information only as authorized by their contracts with us. Currently, we host our Mobile App on iTunes and Google Play store and use AWS for storage and delivery of content.

**Professional advisors.** We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.

**For compliance, fraud prevention and safety.** We may share your personal information for the compliance, fraud prevention and safety purposes described above.

**Government Requests.** Notwithstanding anything to the contrary in this policy, we may preserve or disclose your information if we believe that it is reasonably necessary to comply with a law, regulation, or legal request or to protect the safety, property, or rights of COMPANY or others. However, nothing in this policy is intended to limit any legal defenses or objections that you may have to a third party or government request to disclose your information.

**Business transfers.** We may transfer or otherwise share some or all of our organization or assets, including your personal information, in connection with a (potential) business transaction such as a organizational divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

## Do Not Track

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. Since the Mobile App is not browser based, we currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

## Security Practices

The security of your personal information is important to us. We intentionally limit the personal data we collect from users to limit any potential breach exposure. We also use standard TLS encryption when data is in transit. And we use AWS as our cloud storage provider, which is a leading technology provider with respected security practices.

## International Data Transfers

We are headquartered in the United States and our AWS service currently stores content and data in the United States. Hence, your personal information may be transferred outside of your state, province, or country to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

## Children

The Mobile App is intended to be downloaded by and used under the supervision of parents or guardians. Additionally, we intentionally limit the personal data that we collect. We do not collect data related to an identifiable child without the consent of the child's parent or guardian. If we learn that we have collected personal information of a child without the consent of the child's parent or guardian, we will delete it. We encourage parents or guardians with concerns to contact us.

## Changes to this Privacy Policy

We may amend this Privacy Policy at any time by posting the amended version [www.fitkids.org/app/privacypolicy](http://www.fitkids.org/app/privacypolicy) and indicating the effective date of the amended version. Because we intentionally do not collect personal information like email addresses or require the creation of an account to use the Mobile App, we do not have a way to notify you of changes to this policy. So, it is important you check [www.fitkids.org/app/privacypolicy](http://www.fitkids.org/app/privacypolicy) for updates. In all cases, your continued use of the Services after the posting of any modified Privacy Policy indicates your assent to the amended Privacy Policy.

## How to Contact Us

If you have any questions or comments about this Policy or Fit Kids's privacy practices, email us at [privacy-requests@fitkids.org](mailto:privacy-requests@fitkids.org). You may also write to us via postal mail at:

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